

REMARKS

Claims 4, 7, 9-12, 14-16, 18, 21-22, 24, 25, 27, 29-31, 33 and 35-39 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Pare, Jr. et al., in view of Houvener et al. Applicant respectfully traverses. Claim 7 has been amended such that the electronic portrait is more particularly identified as an electronic portrait that provides the physical identifier of a buyer. Furthermore, claim 7 recites that the electronic portrait that provides the physical identifier of a buyer is stored at a remote location accessible via the personal device. Applicant respectfully submits that these limitations are not shown by the Pare Jr. and Houvener references. These amendments correspond to those discussed with the Examiner and the telephone interview of August 20, 2003. Therefore, the Applicant respectfully submits that Claim 7, and all claims dependent therefrom, are distinguishable from the art of record and a Notice of Allowance is respectfully requested.

Claim 9, includes limitations similar to those of Claim 7 and is distinguishable from the Pare and Houvener references for similar reasons. A Notice of Allowance for Claim 9, and all claims dependent therefrom, is respectfully requested.

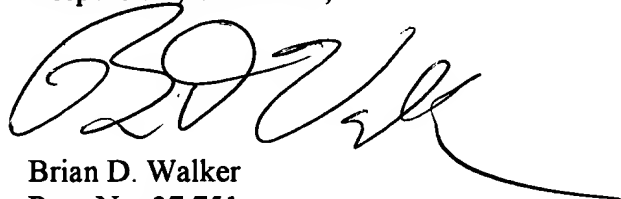
Claim 16, includes limitations similar to those of Claim 7, and is allowable over the combination of Pare Jr. and Houvener et al. for similar reasons. A Notice of Allowance for Claim 16, and all claims dependent therefrom, is respectfully requested.

Claim 18, includes limitations similar to those of Claim 7, and is allowable over Pare Jr. and Houvener et al for similar reasons. A Notice of Allowance for Claim 18, and all claims dependent therefrom, is respectfully requested.

Claim 21, includes limitations similar to those of Claim 7, and is distinguishable from Pare Jr. and Houvener for similar reasons. A Notice of Allowance for Claim 21, and all claims dependent therefrom, is respectfully requested.

In view of the foregoing amendments and comments, the Applicant respectfully submits that all pending Claims are allowable over the art of record and a Notice of Allowance is respectfully requested.

Respectfully submitted,



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